



GroundFloor Media

1923 Market St.  
Denver, CO 80202  
Phone: 303-865-8110  
Fax: 303-253-8763  
E-mail: [billing@goundfloormedia.com](mailto:billing@goundfloormedia.com)

# Invoice

DATE	PROJECT
10/31/2011	2932

TO:
Office of Colorado's Child Protection Omb Attn: Becky Miller Updike 13123 E. 16th Ave., Suite B390 Aurora, CO 80045

P.O. No.		QTY	UNIT PRICE	TOTAL
	45 October PR Services		165.00	7,425.00
	-11.5 PR Labor Hours Invested/No Charge		165.00	-1,897.50

Thank you for partnering with GroundFloor Media  
 Find us on Facebook <http://tinyurl.com/facebookgfm>  
 Follow us on Twitter @GroundFloorPR

**Total** \$5,527.50

Terms	Net 15
Due Date	11/15/2011
Amount Due	\$5,527.50
Amount Enclosed	





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To: Becky Miller Updike, Office of Colorado's Child Protection Ombudsman  
From: GroundFloor Media  
Date: Nov. 16, 2011  
Re: October 2011 Activity Report

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This document summarizes GroundFloor Media's (GFM) public relations activities on behalf of the Office of Colorado's Child Protection Ombudsman (CPO) during the month of October 2011.

**Messaging**

- Developed list of anticipated tough questions regarding the CPO for use during messaging session with client
- Prepared for and conducted messaging session with Becky Miller Updike and Maureen Farrell-Stevenson to flesh out responses to anticipated tough questions
- Drafted Q&A document based on the messaging session, submitted to client for review and feedback

**Media Relations**

- Drafted memo detailing proposed media outreach plan around desk-side visits with Becky and Sen. Linda Newell for November; submitted to Becky and to Jack Wylie in Sen. Newell's office
- Conducted in-person meeting, as well as correspondence via phone and email, with Jack to coordinate media outreach efforts
- Drafted pitch for use in outreach related to November desk-side visits
- Compiled list of media to target for November desk-side visits; participated in conference call with Jack to determine pitching assignments based on existing relationships with targeted reporters

**Press Kit Development**

- Modified existing bios for Becky and Maureen for CPO-specific use; submitted to client for review and approval
- Began drafting CPO fact sheet

**Strategic Counsel/Account Management**

- Prepared for and conducted kick-off meeting with Becky
- Reviewed and provided feedback on CPO website content
- Monitored media for news pertaining to child abuse and related trends/statistics
- Prepared agendas and participated in biweekly conference calls with client
- Conducted internal team meetings, as needed
- Participated in phone, text and email correspondence with client, as needed

PR Labor Hours Worked: 45.00  
PR Labor Hours Invested/No Charge: 11.50  
Total PR Labor Hours Billed: 33.50



Groundfloor Media

1923 Market St.  
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# Invoice

11/30/2011	2864
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Office of Colorado's Child Protection Omb  
 Attn: Becky Miller Updike  
 13123 E. 16th Ave., Suite B390  
 Aurora, CO 80045

P.O. No.			
29	November PR Services	165.00	4,785.00
-5	PR Labor Hours Invested/No Charge	165.00	-825.00
	Pro Rated PR Tools Fee	112.50	112.50

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**Total** \$4,072.50

Terms	Net 15
Due Date	12/15/2011
Amount Due	\$4,072.50
Amount Enclosed	





GroundFloor Media

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# Invoice

Invoice No.	3101
Date	4/30/2012

Client  
 Office of Colorado's Child Protection Omb  
 Attn: Becky Miller Uppike  
 13123 E. 16th Ave., Suite B390  
 Aurora, CO 80045

P.O. No.	Description	Amount	Balance
	12.75 April PR Services	165.00	2,103.75
	-1.75 PR Labor Hours Invested / No Charge	165.00	-288.75

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**Total** \$1,815.00

Payment Terms	
Terms	Net 15
Due Date	5/15/2012
Amount Due	\$1,815.00
Amount Enclosed	

# Invoice

Date	Invoice #
11/30/2012	3363

Bill To
Office of Colorado's Child Protection Omb Attn: Becky Miller Updike 13123 E. 16th Ave., Suite B390 Aurora, CO 80045

Quantity	Description	Rate	Amount
7.25	November PR Services	165.00	1,196.25
	Flat Expense Rate of 10% - waived	0.00	0.00
<b>Total</b>			<b>\$1,196.25</b>

Remittance	
Terms	Net 15
Due Date	12/15/2012
Amount Due	\$1,196.25
Amount Enclosed	



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